



# Access Health Connecticut

2019 Open Enrollment (OE) Preparations and Update

# 2019 Open Enrollment Planning

- **2019 Open Enrollment (OE) Scheduled:**
  - 📅 **November 1 - December 15, 2018**
- **OE Readiness Workgroup Assembled**
- **Focus for 2019 OE**
  - New Technology
  - Proactive Customer Education
  - Acquisition & Retention Efforts
  - Improved Customer Experience



# 2019 Open Enrollment Planning

**9/15** – CAC\*/Broker Training Begins  
**9/17** – 1<sup>st</sup> Wave of Call Center Staffing And Training Complete  
**9/20** – Carrier Participation Decisions Due  
**9/28** – Final Release Before OE

**October**

**11/1** – Open Enrollment Begins, 2019 Shopping Opens  
**11/1** – OE Marketing Campaign Begins  
**11/19** – QHP 2019 Automatic Renewals Begin

**December**

**SEPTEMBER**

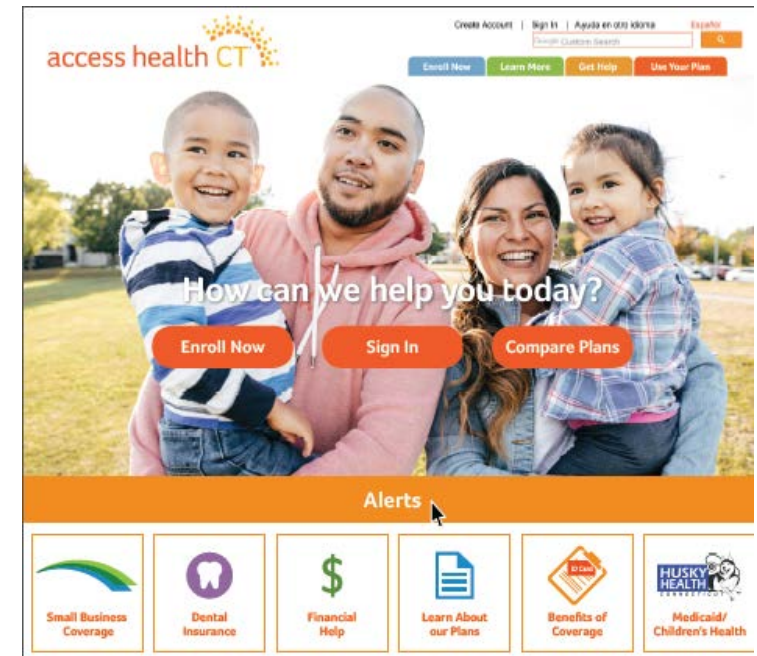
**10/15** – Pre-OE Marketing Campaign Starts  
**10/15** – Call Center OE Staffing and Training Complete  
**10/22** – 2019 Window Shopping Enabled  
**10/24** – 2018 to 2019 Plan Renewal Notifications Begin  
**10/30** – CAC\*/Brokers Activated for 2019

**November**

**12/15** – Open Enrollment Ends

# Marketing Highlights

- **Research: 6 focus groups**
  - Concepts reaction → determine what motivates renewal/enrollment.
  - Perceived Value & Overall improvements
  - Tax Penalty:
    - Awareness and decision making to renew
    - Increase in cost likely reason to not renew
- **Media**
  - OE6: Campaign starting mid October-Dec. 15
  - Value based concepts
- **In-person help: Lyft ride discount**
  - Before → Healthy Chats (11 in October)
  - During → Enrollment Centers (7) & Fairs (6)
  - After → Help Centers (4)
  - CAC/Broker recruiting campaign





# 2019 Open Enrollment Planning

## OE Preparation Challenges For 2019

- **Shortened OE Timeframe**
  - Re-allocation of resources to support seven fewer days than prior OE
- **2018 to 2019 Premium Changes**
  - Evaluation of year over year impact underway
- **Customer Plan Selections**
  - Eight plans sunset, all mapped to comparable plans
  - Five new plans; first time tiered network product offered
- **Consumer Confusion**
  - Changes in law, misinformation, etc.

# 2019 Open Enrollment Planning

## New Features Released For 2019

### 1) New Look and Feel

New Homepage and Redesigned Shopping Screens

### 2) Window Shopping

Window Shopping For 2019 Plans Prior to OE

### 3) Revamped Decision Support Tools

Consumer Decision Support Tools Redesigned and Seamlessly Integrated Into Application Flow

### 4) Select a PCP

Primary Care Physician (PCP) Selection Functionality Released

### 5) Verification Help Tool

Dedicated Tool to Assist Consumers With Verification Document Uploads

### 6) Multiple Customer Service Improvements

- Registered Help via Chat
- New Customer Service Scripting Technology
- Redesigned Customer Surveys
- Customer Experience Command Center Launched

# New Enhancements Demonstration

## 2013 – 2018 AHCT Website

access health CT

Enroll Now | Learn More | Get Help | Use Your Plan

What kind of coverage are you looking for?

Individual & Family | Small Business

Alerts

Open Enrollment Begins November 1, 2018.

Open Enrollment for 2018 coverage has ended. You may still enroll if you qualify for a Special Enrollment Period or HUSKY. Click Here to learn more or call 1-855-805-4325.

Forgot your User ID or Password? Follow the instructions on the login screen, or call us if you need help.

Need Dental Insurance? | Apply for Individual Exemptions | Shop for Plans

access health CT

Create Account | Sign In

Search

Get Health Coverage | Learn More | Get Help

ENTER BASIC INFORMATION | BROWSE INSURANCE PLANS | APPLY FOR HEALTH COVERAGE | CONFIRM PLANS

Disclaimer: Before choosing a Plan, please check the Provider Directory of the Plan you are selecting to assure you know which physicians and hospitals are In-Network. Some plans may have limited provider networks or require in-network Primary Care Provider selection. For some plans a referral from your Primary Care Provider is required to see a specialist. You may also wish to contact your physician to assure he or she is in your Plan's network. Your out-of-pocket cost will be lower when you use In-Network Providers.

We've located 7 matching health plans!

Sort by: Monthly Premium | Per Page: 10

7 of 10 plans | Clear All

Level - Silver

Notice:

7 of 10 plans | Clear All

Level - Silver

The health coverage code below are subject to change based on a detailed household information. Select "Apply" on a plan to begin the health care coverage application process.

Please be aware that this screen shows the estimated maximum monthly premium assuming that all the eligible household members have active coverage on the Qualified Health Plan (QHP). However, your monthly premium may vary as members begin or end their coverage. Premiums are determined by the number of household members on the QHP each month. The displayed estimated maximum monthly premiums represent the maximum amount you will pay considering all eligible members of the household are included in the QHP.

Additional plans might be available to you. To learn more about Catastrophic plans, visit the Coverage Page. If you are 30 years old or older, you will not be allowed to enroll in a Catastrophic Plan without a valid Exemption Certificate. If you want to compare Catastrophic plans, click here. If you would like to apply for an exemption certificate, click here.

MONTHLY PREMIUM	ANNUAL OUT-OF-POCKET MAX	EMERGENCY SEVERE	PRIMARY CARE CO-PAY	ANNUAL DEDUCTIBLE
\$318.28	\$7350	\$200	\$40	\$3700.00

Choice Silver Standard POS

Click Here For Detailed Plan Documents (PDF)